

Full Internet Survey Report Outline  
11/16/10

- I. Background on how the survey was conducted.
- II. Who took the survey: demographics of respondents (We plan to discuss concerns about the demographics of our respondents in VI. Do we want a separate section on demographics, or raise it only there?)
- III. How respondents bought their vehicles: responses related to the vehicle purchase process and messaging.
- IV. Understanding question results
- V. Selection question results
- VI. Survey Issues and Limitations
  - A. Intenders dropped from the survey due to inadequate sample size
  - B. Some questions dropped partway into the administration of the survey
  - C. Two questions were added late in the process, with no pretesting. How respondents understood the questions cannot be determined.
  - D. Demographics of our respondents are unlikely to be representative of new vehicle buyers
- VII. Summary and/or conclusions